

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-9. (Canceled)

10. (Previously presented) A method for presenting information to an audience, said method comprising the steps of:

processing at least one of an audio and video signal generated by an audio/visual capture device focused on said audience to determine how quickly said audience is changing over time; and

selecting a duration of said presented information based on said determination of how quickly said audience is changing.

11. (Original) The method of claim 10, further comprising the step of evaluating how quickly said audience is changing for a given demographic segment.

12. (Original) The method of claim 10, wherein information of a shorter duration is selected if a rate of change of said audience is below a predefined threshold.

13. (Original) The method of claim 10, wherein information of a longer duration is selected if a rate of change of said audience is above a predefined threshold.

14-35. (Canceled)

36. (Currently amended) A device for presenting information to an audience, said device comprising:

-a processor configured to process at least one of an audio and video signal generated by an audio/visual capture device focused on said audience,

the processor configured to determine how quickly said audience is changing over time,

and the processor configured to control a duration of said presented information based on said determination of how quickly said audience is changing.

37. (Currently amended) The device of claim 36, wherein the processor is further configured to ~~evaluat~~evaluate how quickly said audience is changing for a given demographic segment.

38. (Previously presented) The device of claim 36, wherein information of a shorter duration is selected if a rate of change of said audience is below a predefined threshold.

39. (Previously presented) The device of claim 36, wherein information of a longer duration is selected if a rate of change of said audience is above a predefined threshold.

40. (Currently amended) A program segment stored on a machinecomputer readable medium for controlling a presentation of information to an audience, said program segment comprising:

a program portion for controlling processing of at least one of an audio and video signal generated by an audio/visual capture device focused on said audience;

a program portion for controlling determination of how quickly said audience is changing over time; and

a program portion for controlling a duration of said presented information based on said determination of how quickly said audience is changing.

41. (Previously presented) The program segment of claim 40, comprising a program portion for controlling evaluation of how quickly said audience is changing for a given demographic segment.

42. (Previously presented) The program segment of claim 40, wherein information of a shorter duration is selected if a rate of change of said audience is below a predefined threshold.

43. (Previously presented) The program segment of claim 40, wherein information of a longer duration is selected if a rate of change of said audience is above a predefined threshold.